

## Fashion for the Over-55s - UK - November 2012

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"A rapidly ageing population is not without its commercial opportunities but shopping must be made more enjoyable and easier for these consumers. Four in ten over-55s do not enjoy shopping for clothes in-store, highlighting that there are numerous obstacles that ruin the shopping experience for this age group. Retailers can win over these consumers with additional services to help those who are less mobile and have difficulty trying on clothes."

– Tamara Sender, Senior Clothing Analyst

### In this report we answer the key questions:

- Is there a gap in the market for over-55s?
- Where do over-55s shop?
- What are the opportunities for the fashion industry created by the ageing population?
- Has the use of older models in fashion made advertising more relevant to older consumers?
- Are older consumers shopping for clothes online?

This report looks at the over-55 fashion industry in 2012, where over-55s buy their clothes, what attracts them to certain retailers, why they prefer not to shop at others, how frequently they buy new garments and their attitudes towards shopping for clothes and what they wear.

The rapidly ageing population means that older consumers are becoming a key demographic that clothing retailers need to cater for. However, the stereotype of an older person no longer applies to a lot of over-55s as they are living and working longer than ever before. Over-55s should not be treated as one homogenous group as there is a real disparity between different age segments within the group. 55-64s, who fall into the first wave of baby boomers, shop at a wide range of clothing retailers and tend to enjoy buying new clothes and making impulsive purchases. Meanwhile, over-65s are the most likely to feel that there are a lack of clothes stores that cater for their age and struggle to find fashionable garments. Over-75s tend to be primarily motivated to buy new garments for replacement.

While most older consumers still only buy new clothes when they have to, women aged 55-64 are more fashion-aware. Quality is a big priority and mature shoppers place more emphasis on durability and well-made clothes than on value.

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